

**REAL PROPERTY  
INSTITUTE OF CANADA**

**ADVERTISING  
RATE CARD**

**Effective January 2009  
Valid Until December 2009**

Reach your target audience by advertising  
in the Real Property Institute of Canada's  
*YOUR SOURCE* magazine.

For more information, or to place  
an advertisement, contact Robin Baldwin  
(robin.baldwin@thewillowgroup.com)

at the Real Property Institute  
of Canada (RPIC) office.

**OTHER RPIC ADVERTISING  
OPPORTUNITIES**

**Web Advertising**

The RPIC website, www.rpic-ibic.ca, houses important resources relating to the field of federal real property management, such as the Annual Real Property National Workshop, the RPIC Federal Contaminated Sites National Workshop, RPIC and Federal Contaminated Sites Awards, and professional development training.

From January to December 2008, the RPIC website received a monthly average of:

- 1,800 unique visitors
- 1,500 first time visitors
- 5,500 page loads

**LINK FROM WWW.RPIC-IBIC.CA**

\$500 / year

**BANNER AD**

\$900 / 3 months

\$1,500 / 6 months

\$3,000 / 1 year

**Event Exhibiting and Sponsorship**

Every RPIC event provides many unique and targeted promotional opportunities. From participating as an exhibitor to sponsoring a speaker, social activity or delegate gift, the RPIC sales team can tailor promotional opportunities to fit any marketing goal. Contact Robin Baldwin directly to find out more.

**YOUR SOURCE MAGAZINE**

RPIC has been the national voice of Canada's federal government real property branches since 1998.

The bilingual *YOUR SOURCE* magazine is published electronically twice a year and is circulated to 2000+ members of the real property community across Canada. All departments and agencies within the federal government receive *YOUR SOURCE* magazine – your unmatched opportunity to communicate your message.

**Issue and Closing Dates**

Issue	Material	Publishing Date
Spring	February 8, 2009	March 7, 2009
Fall	August 1, 2009	September 5, 2009

**Advertising Rates**

*YOUR SOURCE* magazine is produced in a bilingual tumble format, thereby allowing for each single ad submission to be located in both the English and French sections of the newsletter.

Ad Size	Dimensions	1 Issue	2 Issues <sup>1</sup>
Full Page Inside Cover (exclusive placement) ** Includes article contribution option	7½" × 9¾"	\$2,000	\$1,800
Full Page (black and white)	7½" × 9¾"	\$1,000	\$800
Two Thirds Vertical	4¾" × 9¾"	\$750	\$650
Half Page Vertical	3½" × 9¾"	\$500	\$425
Half Page Horizontal	7½" × 4¾"	\$425	\$375
One Third Vertical	2¼" × 9¾"	\$425	\$375
One Quarter Vertical	3½" × 4¾"	\$350	\$300

<sup>1</sup>Rate per issue

**Note:** The above rates do not include GST. The above rates are for camera-ready copy. Typesetting is available at a charge of \$50 per third page. French-English, English-French translation is available at \$0.25 per word, plus layout fees.

**No Ad? No Problem!** If you do not have an ad to run in the *YOUR SOURCE* magazine, we will gladly work with you to write, translate, design and/or produce your advertisement. RPIC has state-of-the-art in-house creative facilities.

**YES, please include my ad in your next issue.**

**YES, please feature my ad on your web site.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ad Size: \_\_\_\_\_

Frequency: \_\_\_\_\_ Ad Cost: \_\_\_\_\_ Artwork:  Text only  Camera ready

*Please remember to add GST to all listed ad rates!*

Signature: \_\_\_\_\_



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